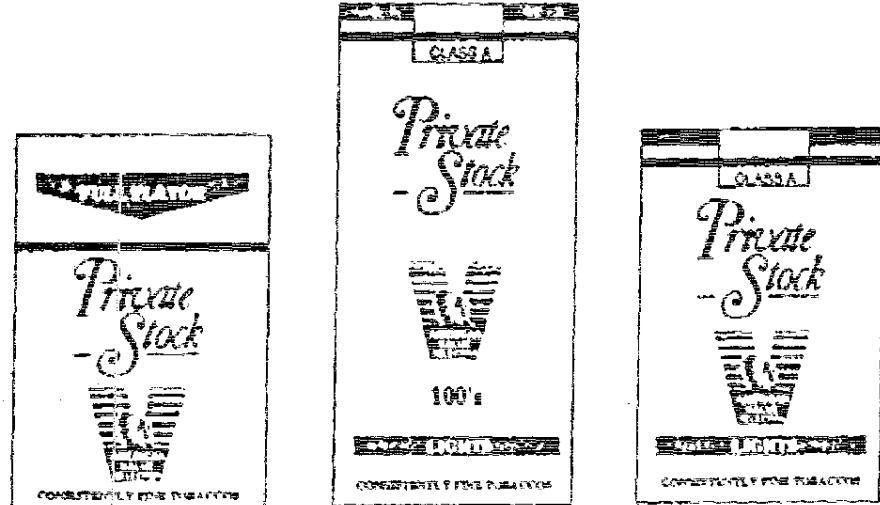


Private Stock

- TRUE FLAVOR BOXES
- ULTRA LIGHTS 100's
- MAGNUM BOXES
- NON FILTERS
- MENTHOL LIGHTS KINGS
- CLASSIC FLAVORS
- ULTRA FLAVORED KING SIZE
- LIGHTS 100's KINGS
- MAGNUM KINGS
- MENTHOL LIGHTS 100's



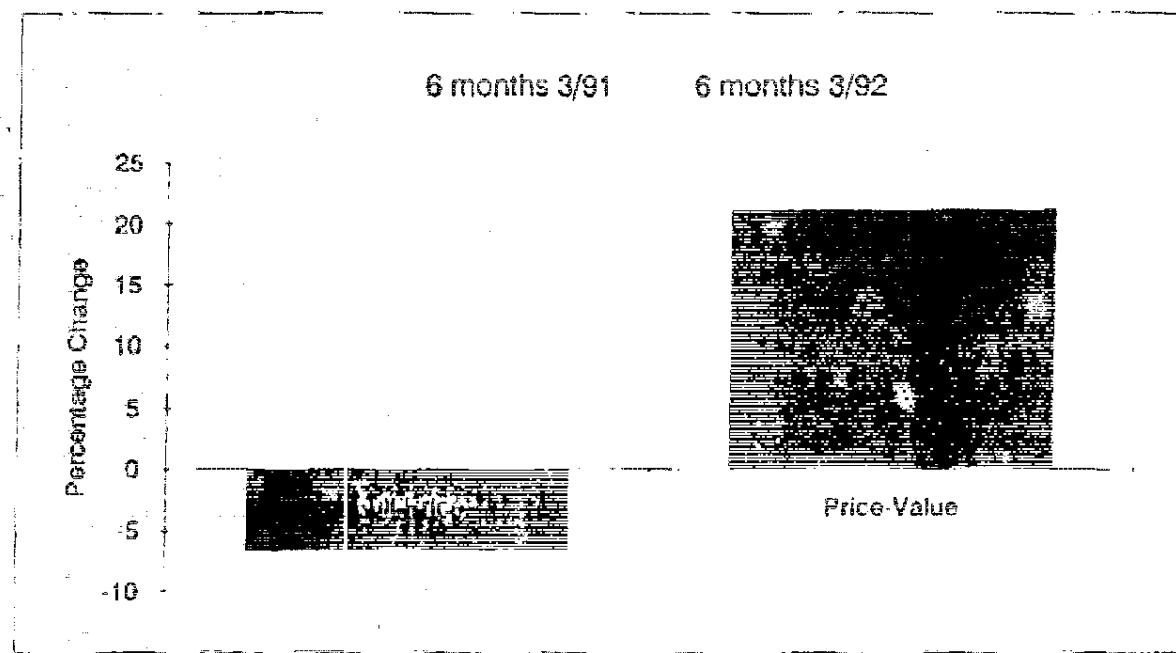
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Chicopee, Massachusetts 01013
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2070512407

Price-Value on the Move . . .

Price-Value category shows
rapid growth ... an increase of
21.2% from 1991 to 1992

Full-Price brands lose 6.7%
of their unit volume

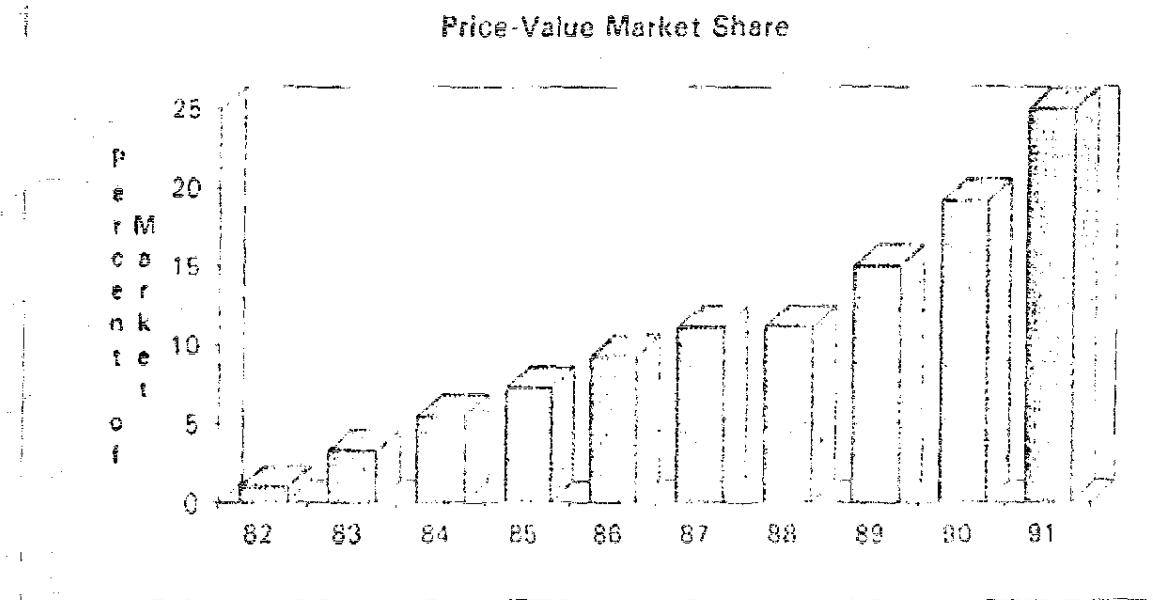


2070512408

The Changing Market . . .

Price Value now exceeds
25% of Total Market

Retail Sales of Price-Value brands
top \$10 billion per year



2070512409

Value conscious smokers are demanding a better deal

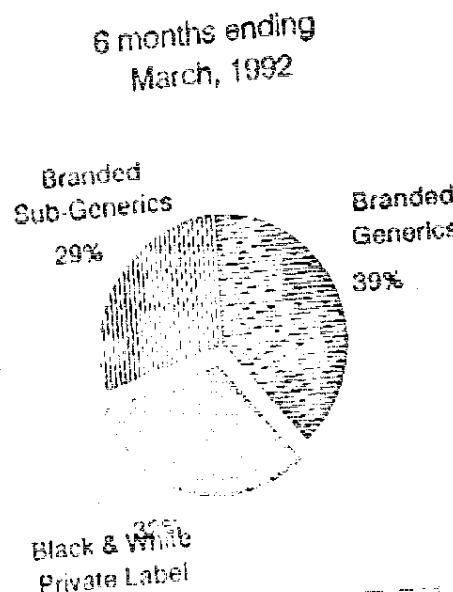
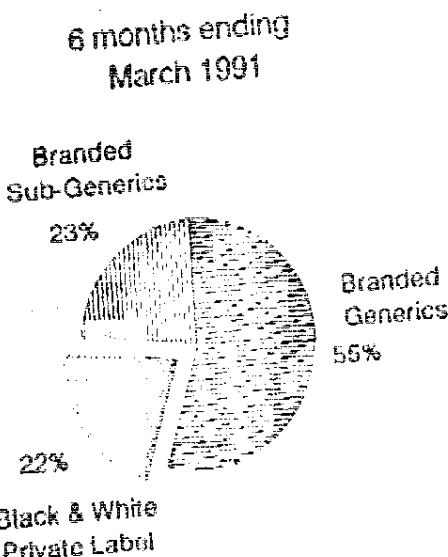
Why it's Happening . . .

Increased taxes and higher prices provided the incentive for smokers to try Generic and Sub-Generic brands. Now they are looking to Private Label brands for the best deal

Where It's Happening . . .

Private Label brands at 31.8%
share of Price-Value category

Private Label growth exceeded
47% in one year



207051241

What Consumers Want . . .

Consistently Good Quality

Appropriate Imagery

Attractive Packaging

Acceptable Brand Name

And ... Relatively Low Price

2070512412

The Market Opportunity . . .

Provide a Private Label brand to match consumer needs:

Brand Name

ConnoteS QUALITY

Communicates Real VALUE

Perceived as SOLID

Easy to REMEMBER and use

Have wide APPEAL

Packaging

Distinctive GRAPHICS

Use of WHITE as a signal of
good value

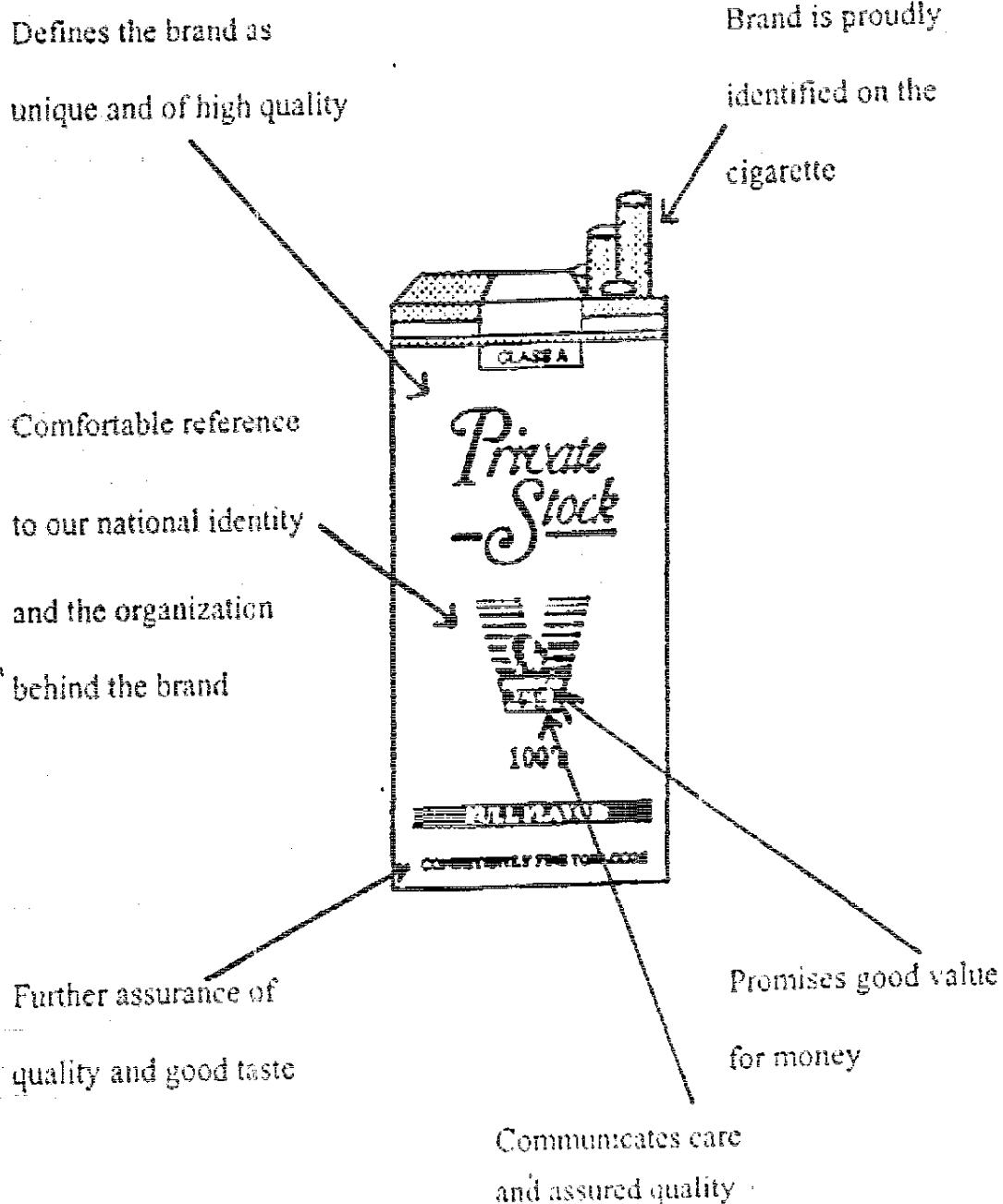
Brand IDENTIFICATION on
the cigarette itself

Product

Consistently high quality tobacco blend

2070512413

The Answer . . .



2070512414

Private Stock

12 carton deal with Rack Placement Allowance

Purchase this 12 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Counter Rack Placement Allowance of \$3.00.

This deal includes:

- 2 - Full Flavor 100's
- 2 - Full Flavor Box Kings
- 1 - Full Flavor King
- 1 - Light 100's
- 1 - Light Kings
- 1 - Ultra Light 100's
- 1 - Light Box Kings
- 1 - Light Menthol King
- 1 - Light Menthol 100's
- 1 - Non-Filter



- 1 - 108 pack Counter Display Rack with appropriate signage and other point-of-sales materials.

Customer Name _____ Account No. _____

2070512415

*Private
Stock*

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Deal A-2

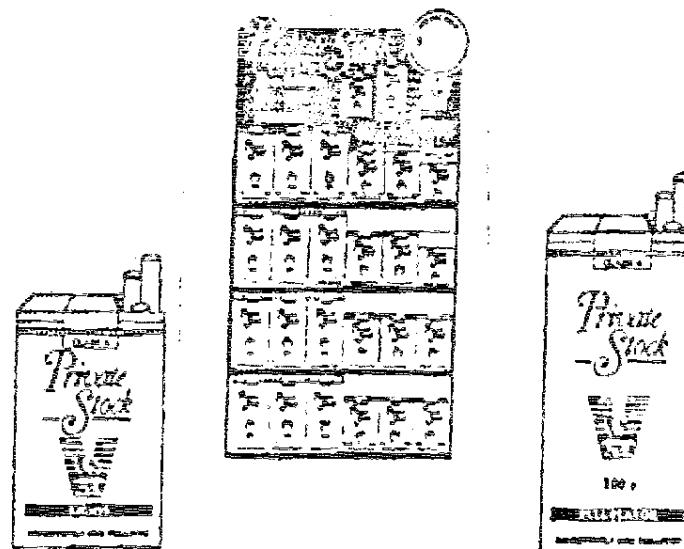
Private Stock

15 carton deal with Rack Placement Allowance

Purchase this 15 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Counter Rack Placement Allowance of \$3.75.

This deal includes:

- 2 - Full Flavor 100's
- 2 - Full Flavor Box Kings
- 2 - Full Flavor King
- 2 - Light 100's
- 1 - Light Kings
- 1 - Ultra Light 100's
- 1 - Light Box Kings
- 1 - Light Menthol King
- 2 - Light Menthol 100's
- 1 - Non-Filter



- 1 - 144 pack Counter Display Rack with appropriate signage and other point-of-sales materials.

Customer Name _____ Account No. _____

2070512416

**Private
Stock**

Distributed Exclusively by:
J. Polep Distribution Services
705 Meadow Street
Chicopee, Massachusetts 01013
1-413-592-4141 or 1-800-44-POLEP



Private Stock

40 carton deal with Rack Placement Allowance

Purchase this 40 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton *off invoice*, you will receive a one-time Floor Rack Placement Allowance of \$10.00.

This deal includes:

- 3 - Full Flavor 100's
- 7 - Full Flavor Box Kings
- 4 - Full Flavor King
- 3 - Light 100's
- 5 - Light Kings
- 3 - Ultra Light 100's
- 3 - Light Box Kings
- 4 - Light Menthol King
- 3 - Light Menthol 100's
- 5 - Non-Filter



1 - 40 carton Floor Display Rack with appropriate signage and other point-of-sales materials.

Customer Name _____

Account No. _____

2070512417

**Private
Stock**

Distributed Exclusively by:
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705 Meadow Street
Chicopee, Massachusetts 01013
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Deal C

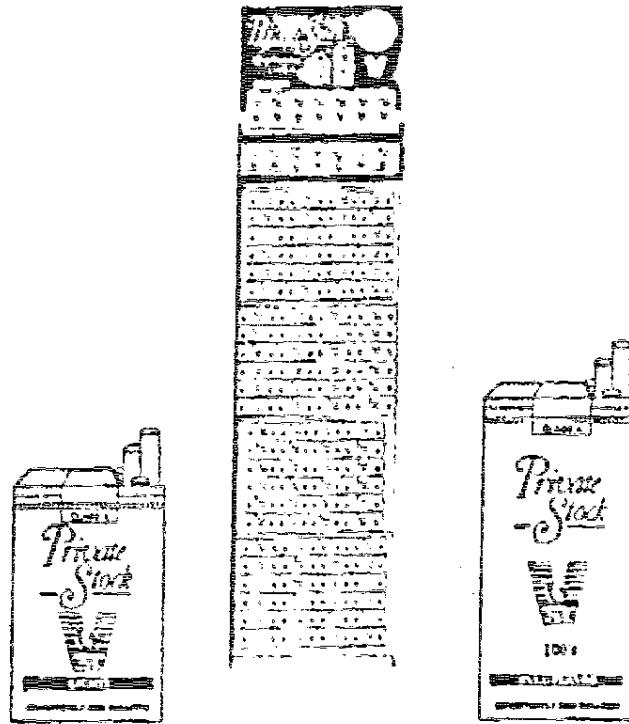
Private Stock

96 carton deal with Rack Placement Allowance

Purchase this 96 carton deal, and in addition to your ongoing promotional allowance of 50¢ per carton off invoice, you will receive a one-time Rack Placement Allowance of \$24.00.

This deal includes:

- 12 - Full Flavor 100's
- 12 - Full Flavor Box Kings
- 12 - Full Flavor King
- 12 - Light 100's
- 12 - Light Kings
- 6 - Ultra Light 100's
- 6 - Light Box Kings
- 6 - Light Menthol King
- 12 - Light Menthol 100's
- 6 - Non-Filter



1 - 96 carton Floor Display Rack with appropriate signage and other point-of-sales materials.

Customer Name _____ Account No. _____

2070512418

**Private
Stock**

Distributed Exclusively by:
J. Polep Distribution Services
705 Meadow Street
Chicopee, Massachusetts 01013
1-413-592-4141 or 1-800-44-POLEP

